

Fig. 1

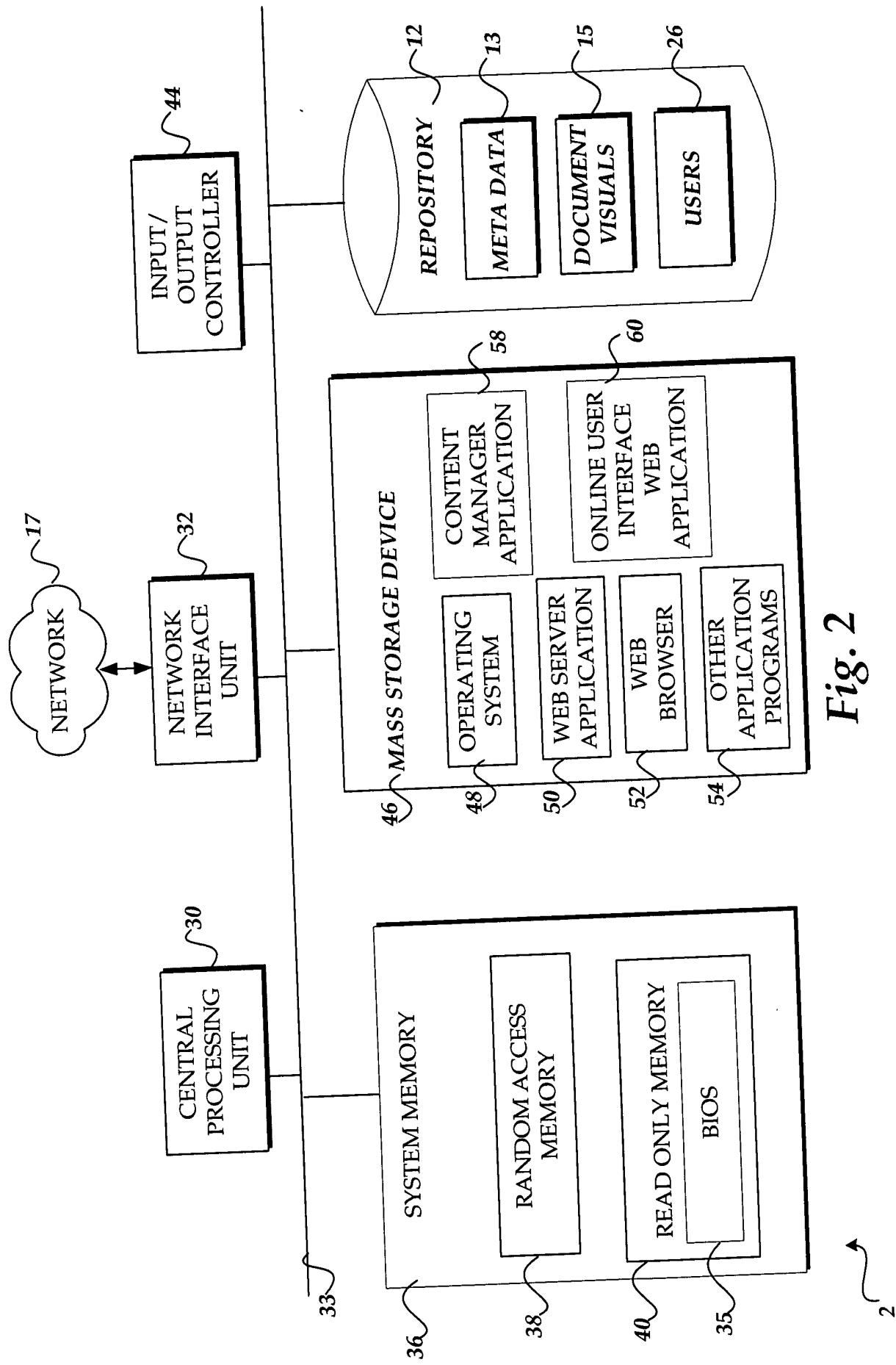


Fig. 2

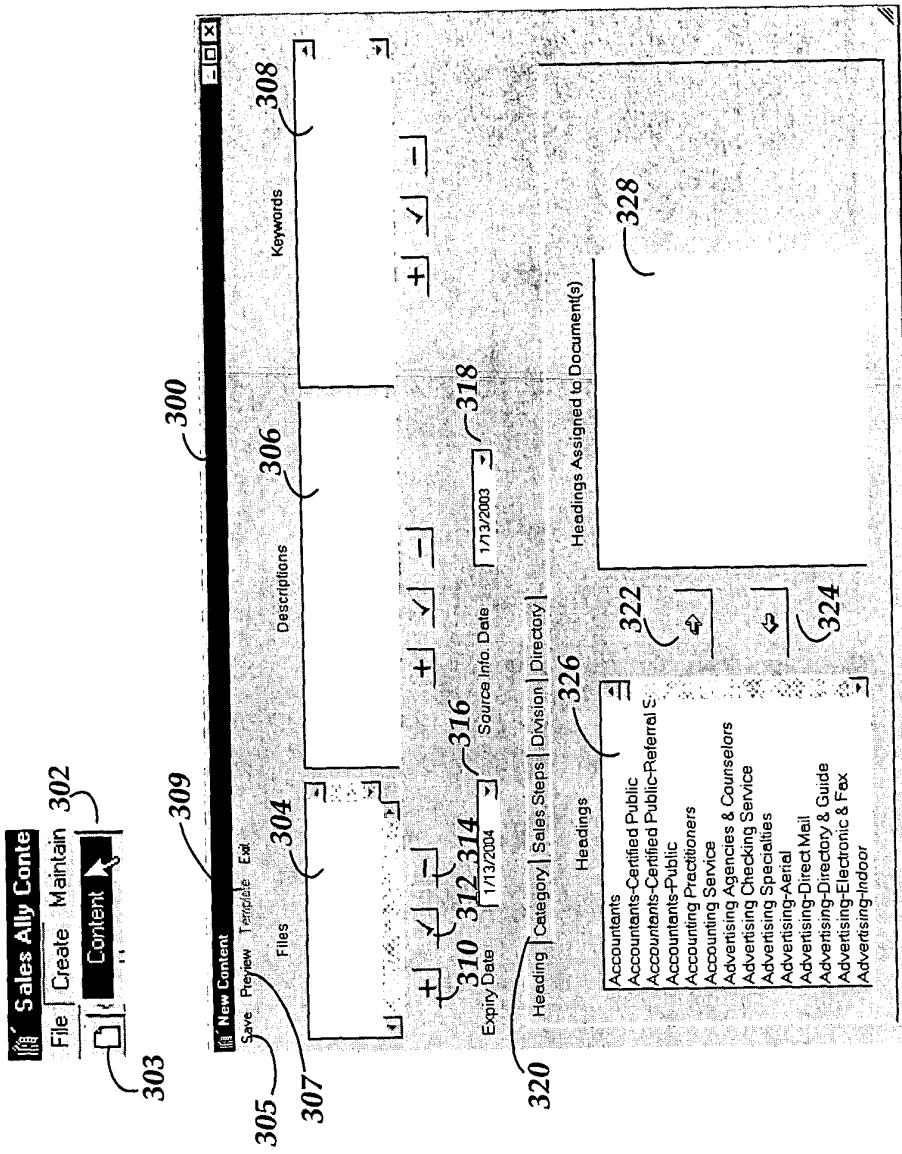


Fig. 3

Fig. 4

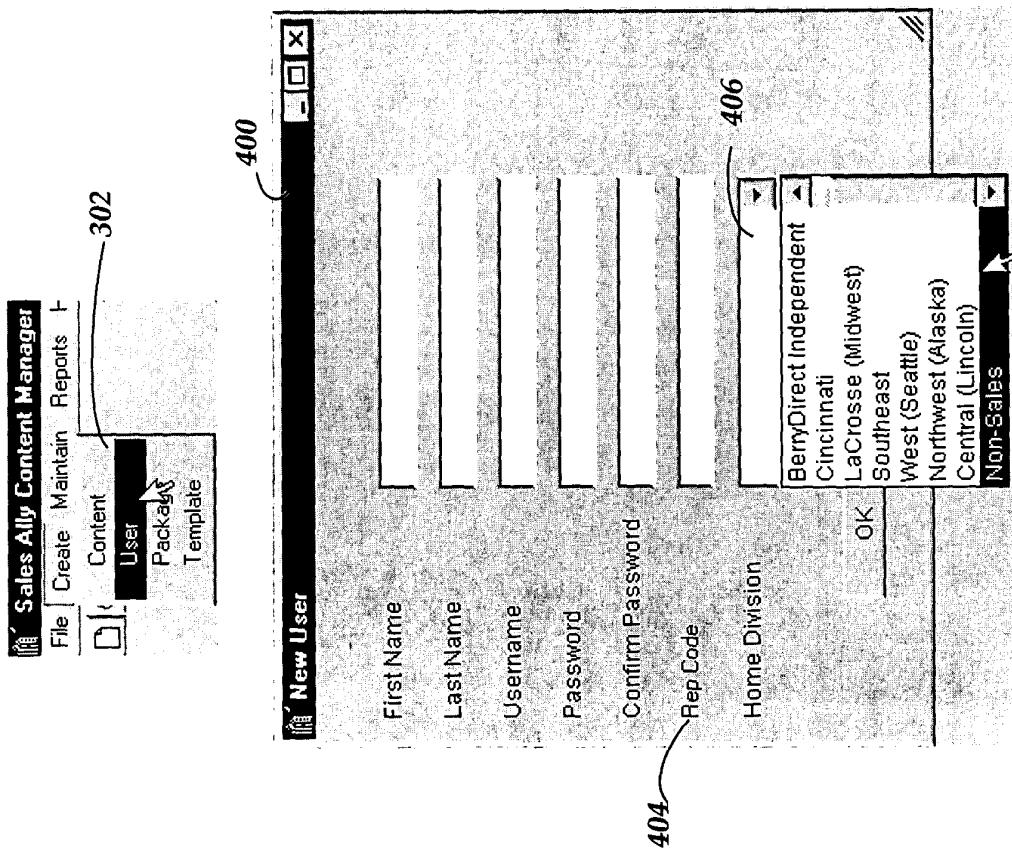


Fig. 5

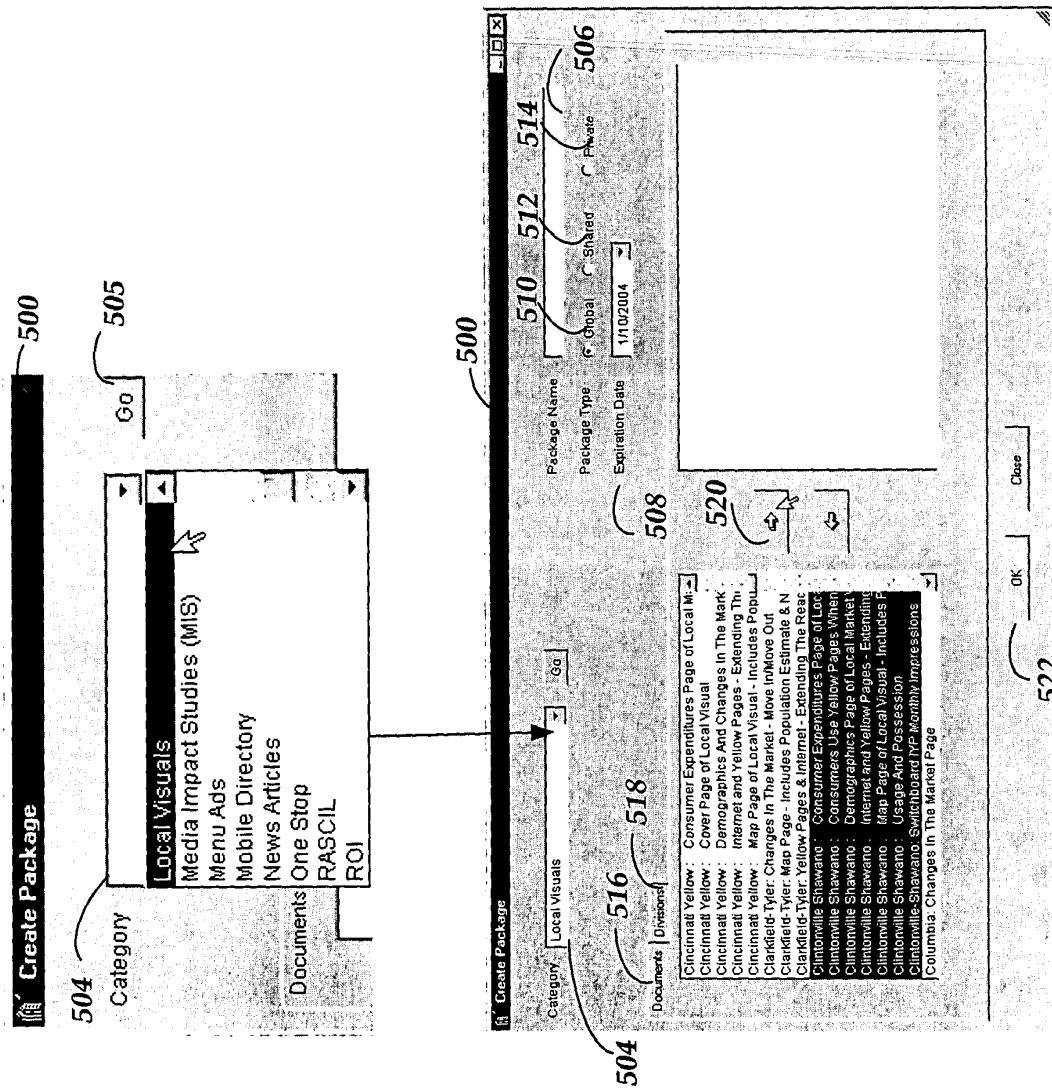


Fig. 6

The screenshot shows the Sales Ally Content Manager application interface. The main menu bar includes File, Create, Maintain, Reports, Help, and a toolbar with icons for Maintain Campaigns, Maintain Categories, Categories, Super-Categories, Maintain Content, and Maintain Categories. The 'Categories' menu item is highlighted.

The main window displays a list of categories with columns: CATEGORY_ID, SUPER_CAT_ID, CATEGORY, CAT_DESCRIPTION, and PATH. The data is as follows:

CATEGORY_ID	SUPER_CAT_ID	CATEGORY	CAT_DESCRIPTION	PATH
39	1	Hispanic Solutions	Headings, products, Powerful conviction	d:\SalesAlly\Products\Hispa
33	3	Competition	Worksheet for adverti	d:\SalesAlly\Documents\Ba
40	3	Tracking Form	who, what, when and	d:\SalesAlly\Documents\Ba
38	3	Value Story	Advertising bundles	d:\SalesAlly\Documents\Ba
1	1	Bundles	Buying, Tips	d:\SalesAlly\Documents\Pr
2	1	Buying, Tips	Coupons	d:\SalesAlly\Documents\Pr
3	1	Coupons	Cover / Tab Space	d:\SalesAlly\Documents\Pr
4	1	Cover / Tab Space	Display Ads	d:\SalesAlly\Documents\Pr
5	1	Display Ads	Double Truck	d:\SalesAlly\Documents\Pr
6	1	Double Truck	E-Print	d:\SalesAlly\Documents\Pr
7	1	E-Print	General	d:\SalesAlly\Documents\Pr
9	1	General	Guides	d:\SalesAlly\Documents\Pr
10	1	Guides	In-Column	d:\SalesAlly\Documents\Pr
11	1	In-Column	Internet	d:\SalesAlly\Documents\Pr
12	1	Internet		

Annotations with numbers 601, 602, 603, 604, 600, 616, and 600 are present, pointing to various parts of the interface, including the menu bar, toolbar, and the list table.

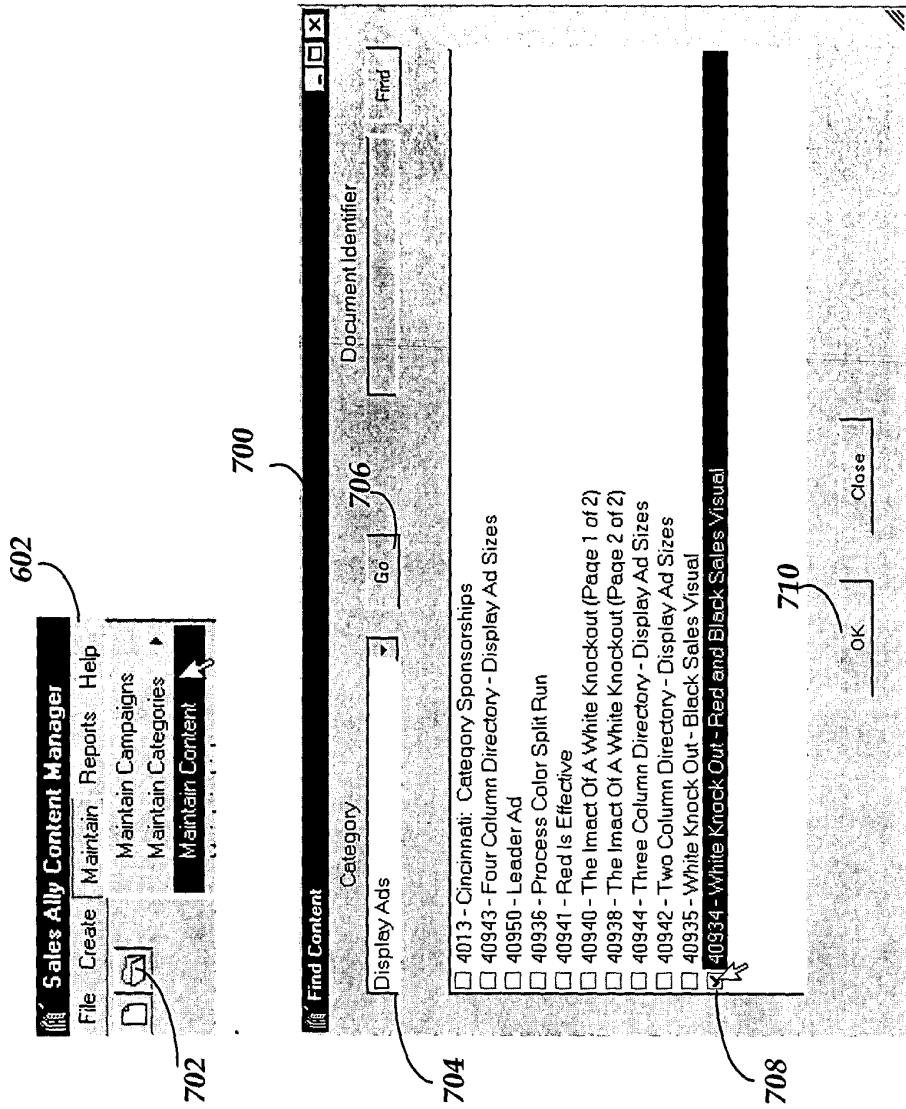
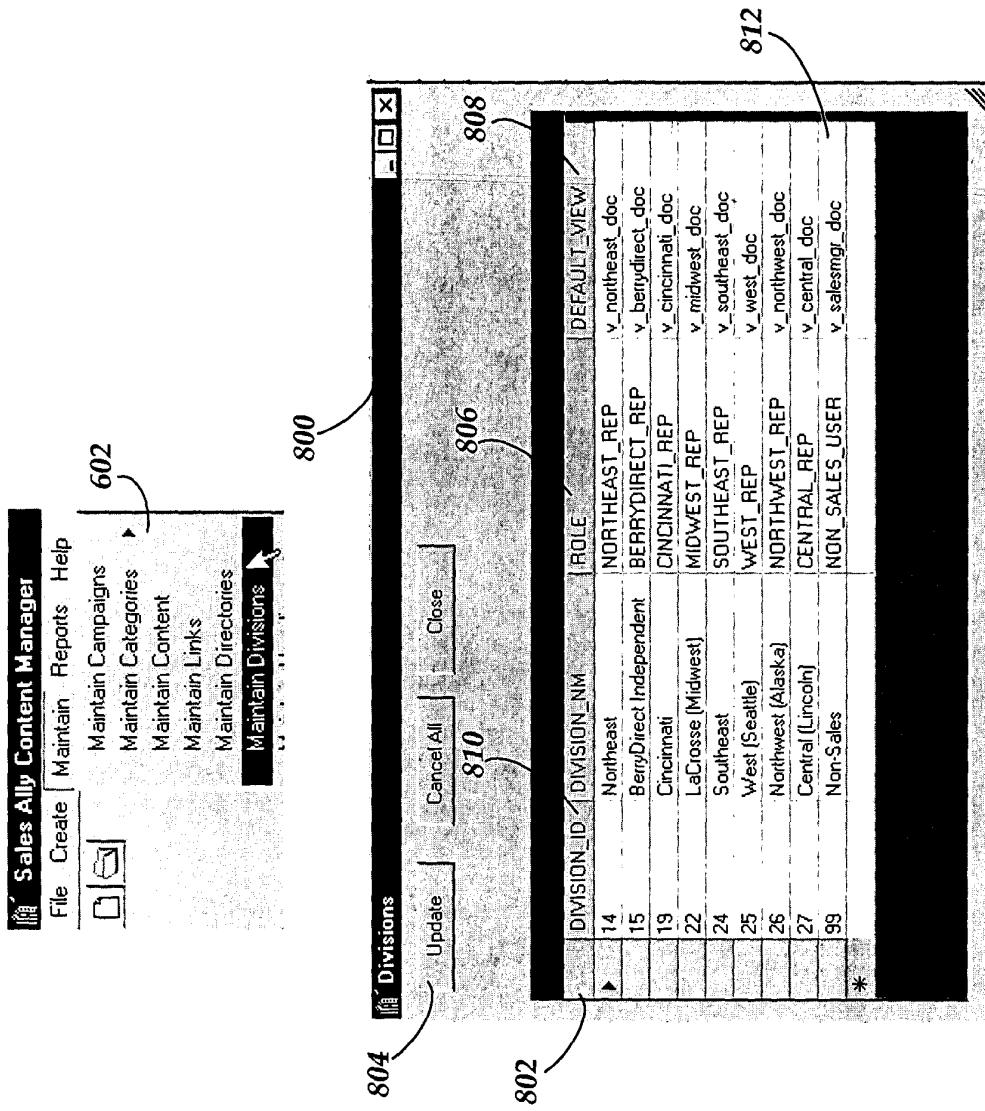


Fig. 7

Fig. 8



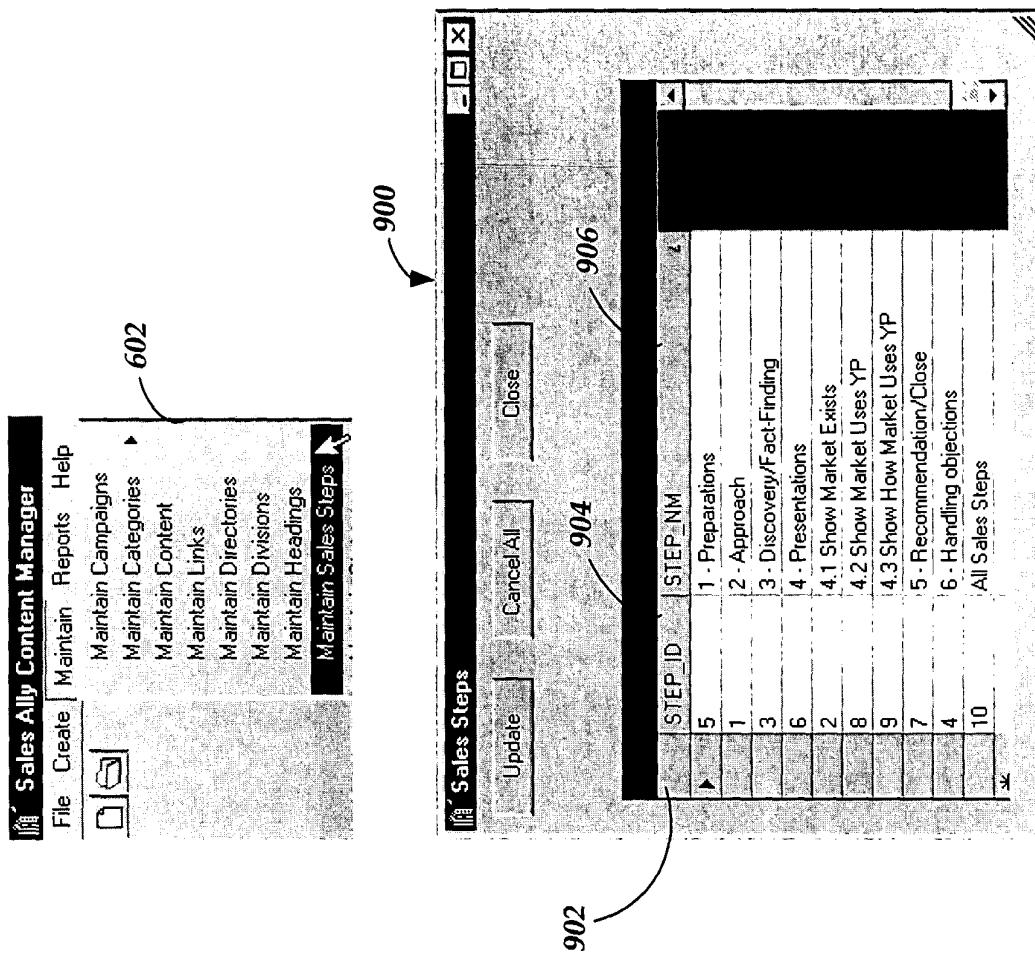


Fig. 9

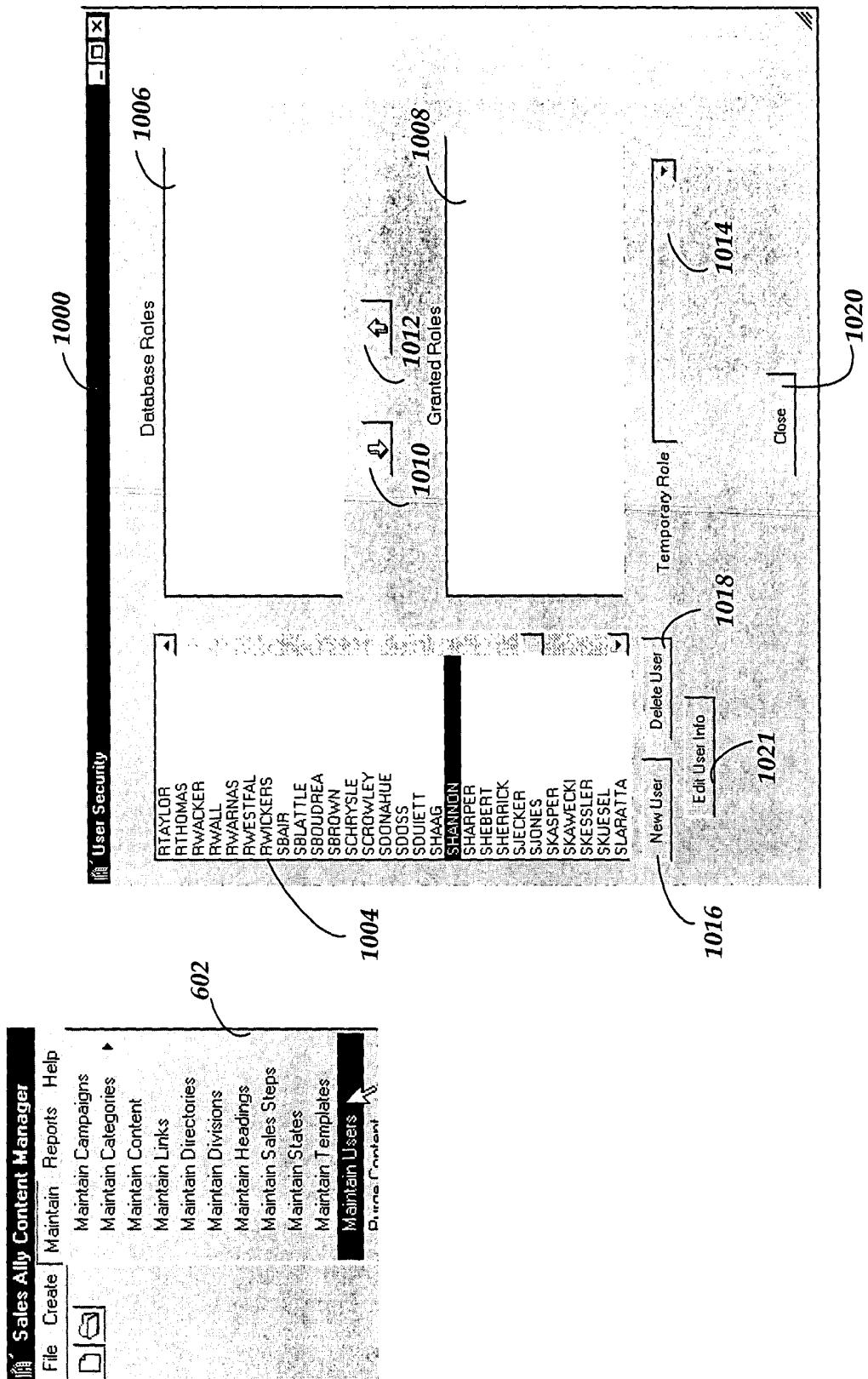


Fig. 10

Microsoft Excel - Book1

File Edit View Insert Format Tools Data Window Help

1104 1100 1106 1108 1110 1112

1102

Username	Package Name	Created	Updated	Deleted	Expire	Type
324 jpellitt	Coupons-Nicole**11222002025254	11/22/2002			11/22/2002	S
325 richard	Hobbs**1222002101568	12/2/2002			12/2/2002	0:42
326 ischattie	Merge**11112002133759	11/11/2002			11/11/2002	
327 ischattie	E-Print**11112002125606	11/11/2002			11/11/2002	12:46
328 ischattie	Internet**111120021210	11/11/2002			11/11/2002	
329 ischattie	In-Column**11112002124624	11/11/2002			11/11/2002	12:47
330 ischattie	In-Column**11112002124725	11/11/2002			11/11/2002	
331 ischattie	Thisisastigas**1111200212547	11/11/2002			11/11/2002	
332 ischattie	NewPresentation**11112002112848	11/11/2002			11/11/2002	13:30
333 ischattie	ApplianceDealers**1111200214024	11/11/2002			11/11/2002	
334 ishannon	Jen**1242002110519	12/4/2002			12/4/2002	
335 kchandle	Travel**11182002112105	11/18/2002			11/19/2002	8:57
336 mfeldber	mailing**16200375004	1/6/2003			1/6/2003	
337 mfeldber	asingo**124200255694	12/4/2002			12/4/2002	
338 mfeldber	anchin@**124200255620	12/4/2002			12/4/2002	
339 mfeldber	Insurance**124200253165	12/4/2002			12/4/2002	
340 mfeldber	AttorneysLawyers**129200215537	12/9/2002			12/9/2002	
341 mmanager	Banks**117200211447	11/7/2002			11/7/2002	14:22
342 mmanager	Pizza**115200221719	11/5/2002			11/5/2002	14:19
343 mmanager	Hotels**117200215905	11/7/2002			11/7/2002	14:00
344 mmanager	Lumber**117200220253	11/7/2002			11/7/2002	14:04
345 mmanager	Motels**118200225540	11/8/2002			11/8/2002	14:57

Fig. 11

Home Page – Main Screen

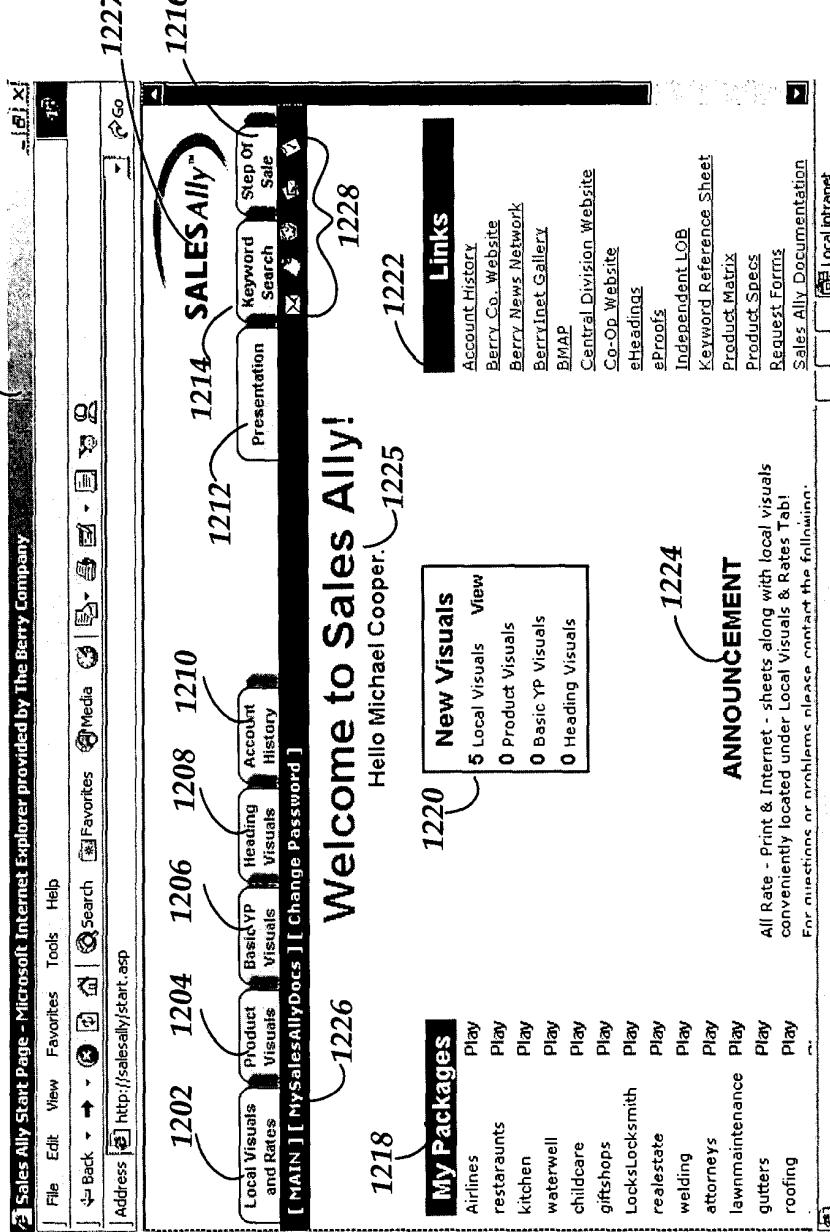


Fig. 12

1202

Local Visuals Product Visuals Basic WP Visuals Heading Visuals Account History Step Of Sale Keyword Search Presentation

MAIN] [MySalesAllyDocs] [Change Password] [User Admin]

1300

1302

States

AK
AL
AR
AZ
CA
CO
GA

1304

Markets

Alaska Shoppers Guide
Anchorage Mobile Mini
Fairbanks
Juneau
Kenai

Add To Presentation Download Date Loaded

Check All

Alaska Shoppers Guide: RATES - FULL SHEET 6/6/2003
Alaska Shoppers Guide: RATES - SHORT SHEET 6/26/2003
Alaska Shoppers Guide: MarketView Comparison Report 7/8/2003

Add To Presentation Download

Fig. 13A

List of Directories					
Directory No	Internet Directory No	Directory Name	State	Date Created	
017024	102353	Aberdeen	ID	8/11/2002	
049010	102354	Adams Pulaski	NY	8/11/2002	
068010	102811	Adamsville	TN	8/11/2002	
049028	102355	Adirondack	NY	8/11/2002	
	(null)	Alaska Shoppers Guide	AK	8/11/2002	
102046	(null)	Albany	NY	8/11/2002	
049557	(null)	Albion	NY	8/11/2002	
049064	(null)	Alden-Klest	MN	8/11/2002	
102000	(null)	Aledo-Hillsdale-Morrison	IL	8/11/2002	
018053	102134	Alfred	NY	8/11/2002	
049082	102356	Alleghany City	VA	10/25/2002	
076218	(null)	Alma Kearney	NE	8/11/2002	
044422	102057	Altamont	IL	8/11/2002	
018187	102137	Alluras-Intermountain North	CA	8/11/2002	
005035	102357	Amsterdam	NY	8/11/2002	
049137	(null)	Anchorage	AK	8/11/2002	
002030	101753	Anchorage Mobile Mini	AK	8/11/2002	
101476	(null)	Andalusia-Oppe Area	AL	10/29/2002	
103165	103441	Andrews	TX	8/11/2002	
069132	103460	Ap/Volt Dummy Directory	ND	10/25/2002	
000555	(null)				

Fig. 13B

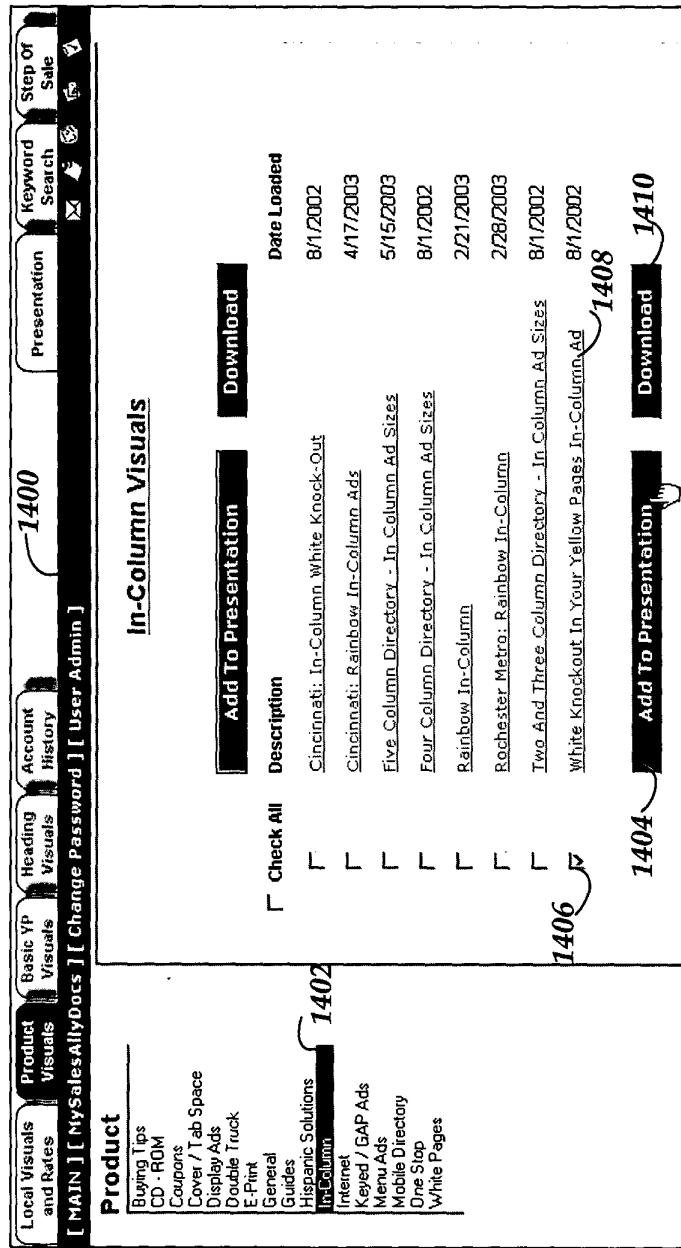
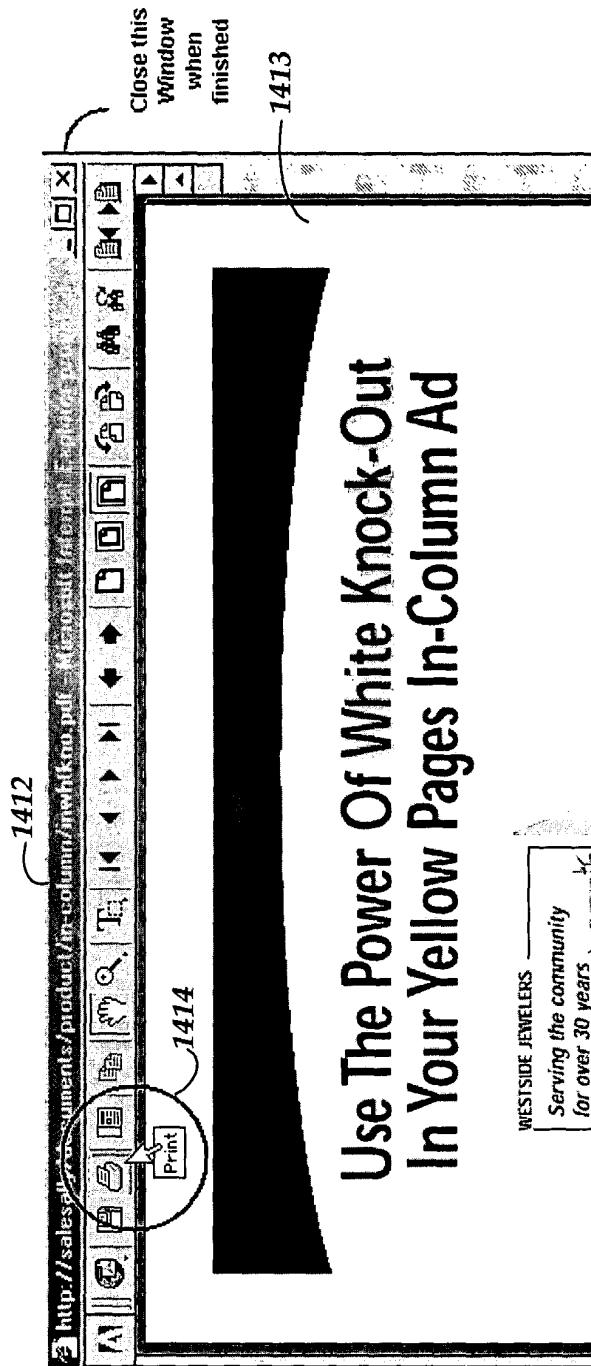


Fig. 14 A

Fig. 14B



SALESAllY™

Local Visuals and Rates Product Visuals Basic YP Visuals Heading Visuals Account History Change Password User Admin

1500 1501 1502 1503 1504 1505 1506 1507 1508

Product

Browsing
Buying Tips
CD-ROM
Coupons
Cover Tab Space
Display Ads
Double Truck
E-Print
General
Guides
Hispanic Solutions
In-Column
Internet
Keyed / GAP Ads
Menu Ads
Mobile Directory
One Stop
White Pages

Product

Presentation Name: 1502
A1HomeImprovement
ABC Accounting Ser
Apartments
Auto Parts
Eagle Valley CO
HealthFoodCenter
HomeRemodeler
Internet Pkg

Product

Step of Sale
Keyword Search
Presentation

1502 1503 1504 1505 1506 1507 1508

Add Add Add Add Add Add Add

Back to Listing Back to Listing Back to Listing

Add Documents To A New Presentation Create 1508

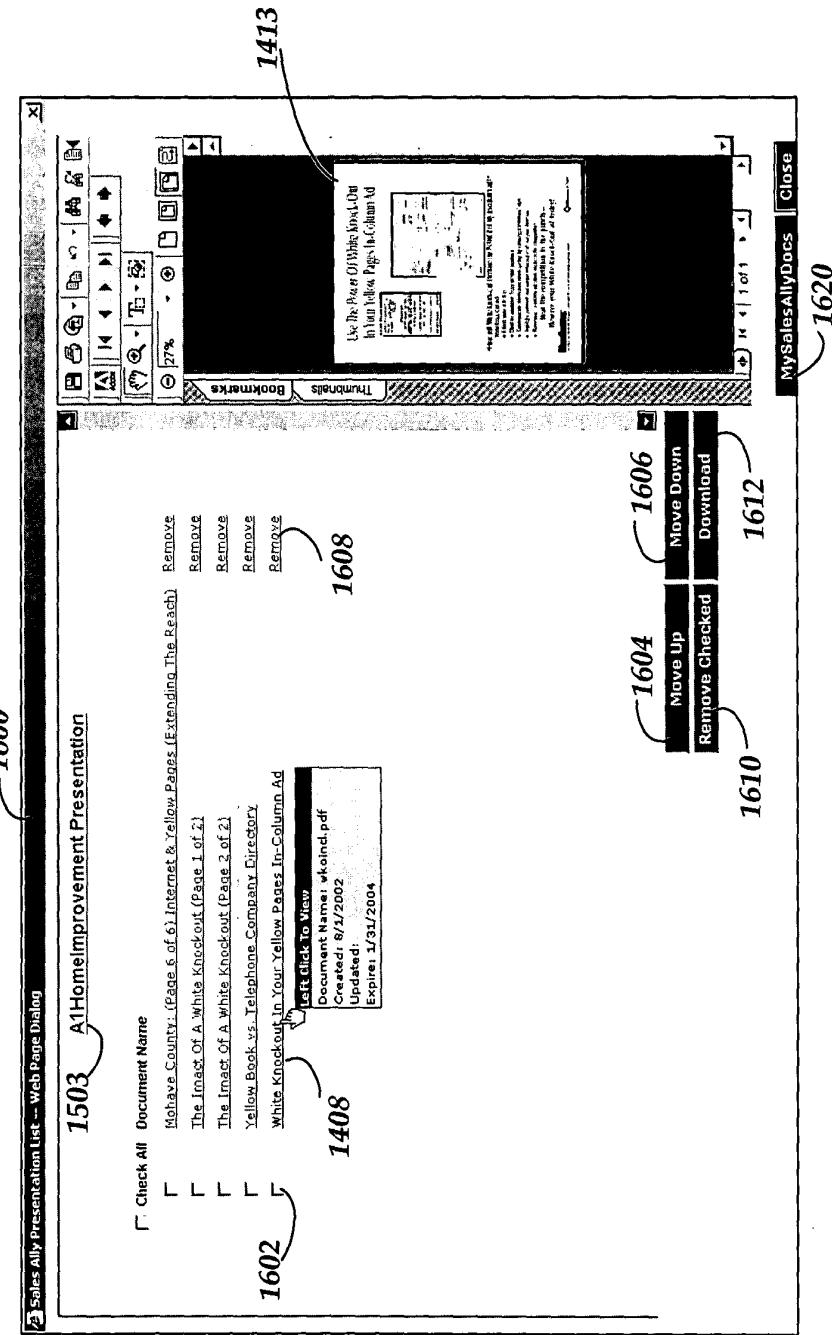
Enter New Name 1508

Add Add Add

Back to Listing

Fig. 15

Fig. 16



Basic Yellow Page Visuals

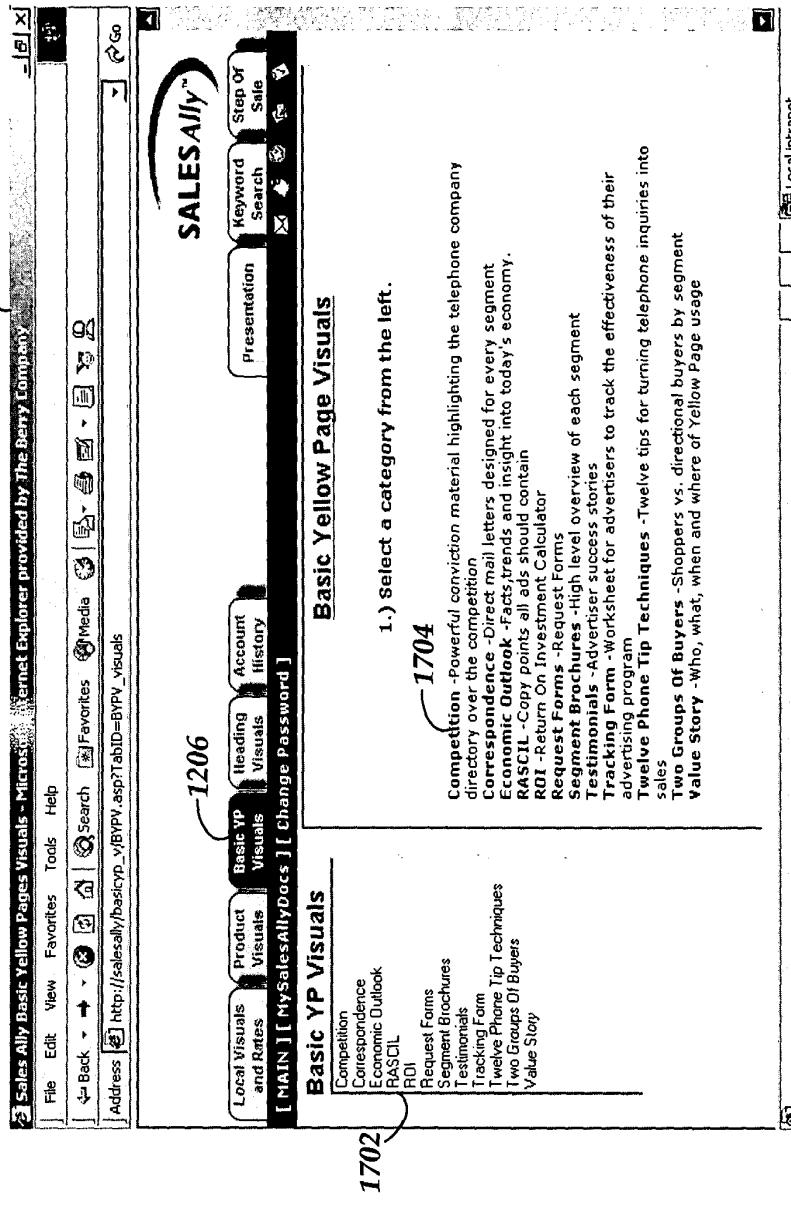


Fig. 17

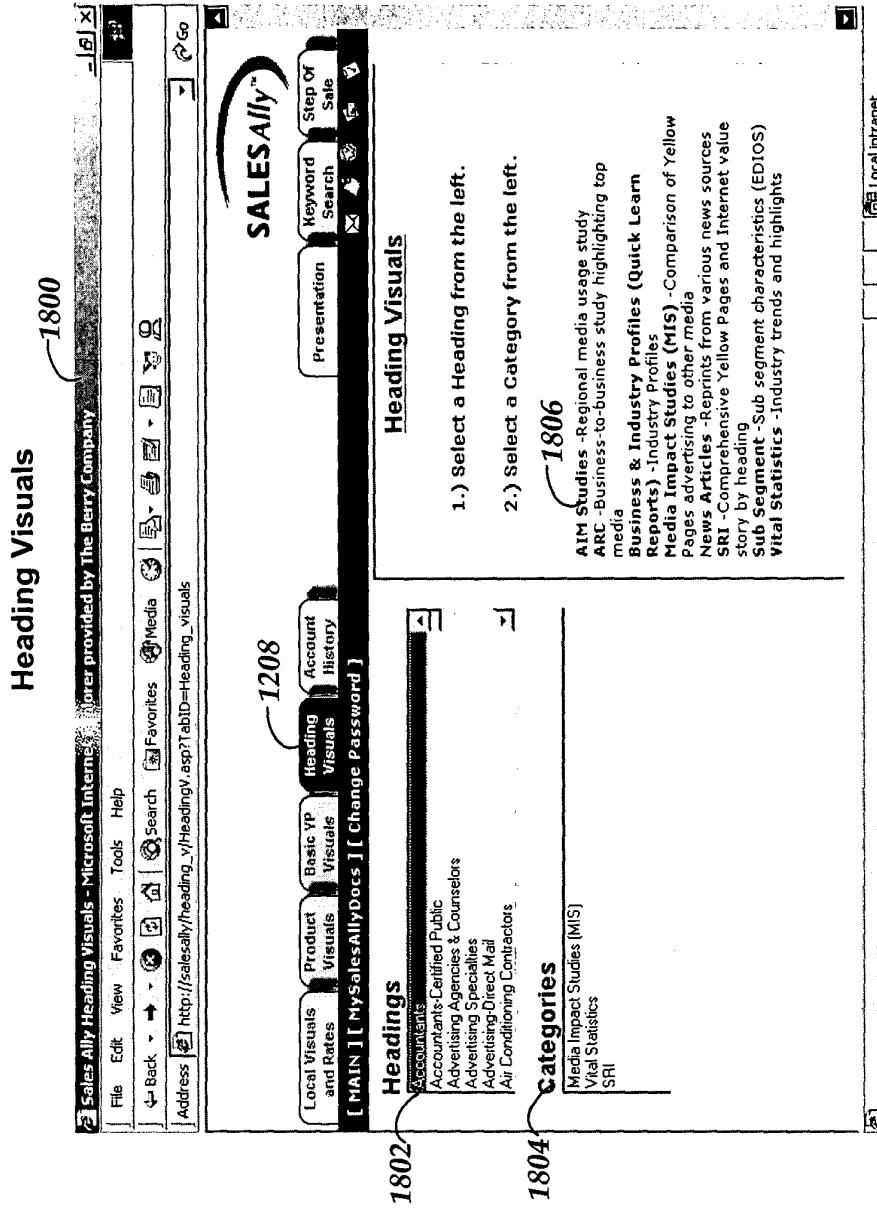


Fig. 18

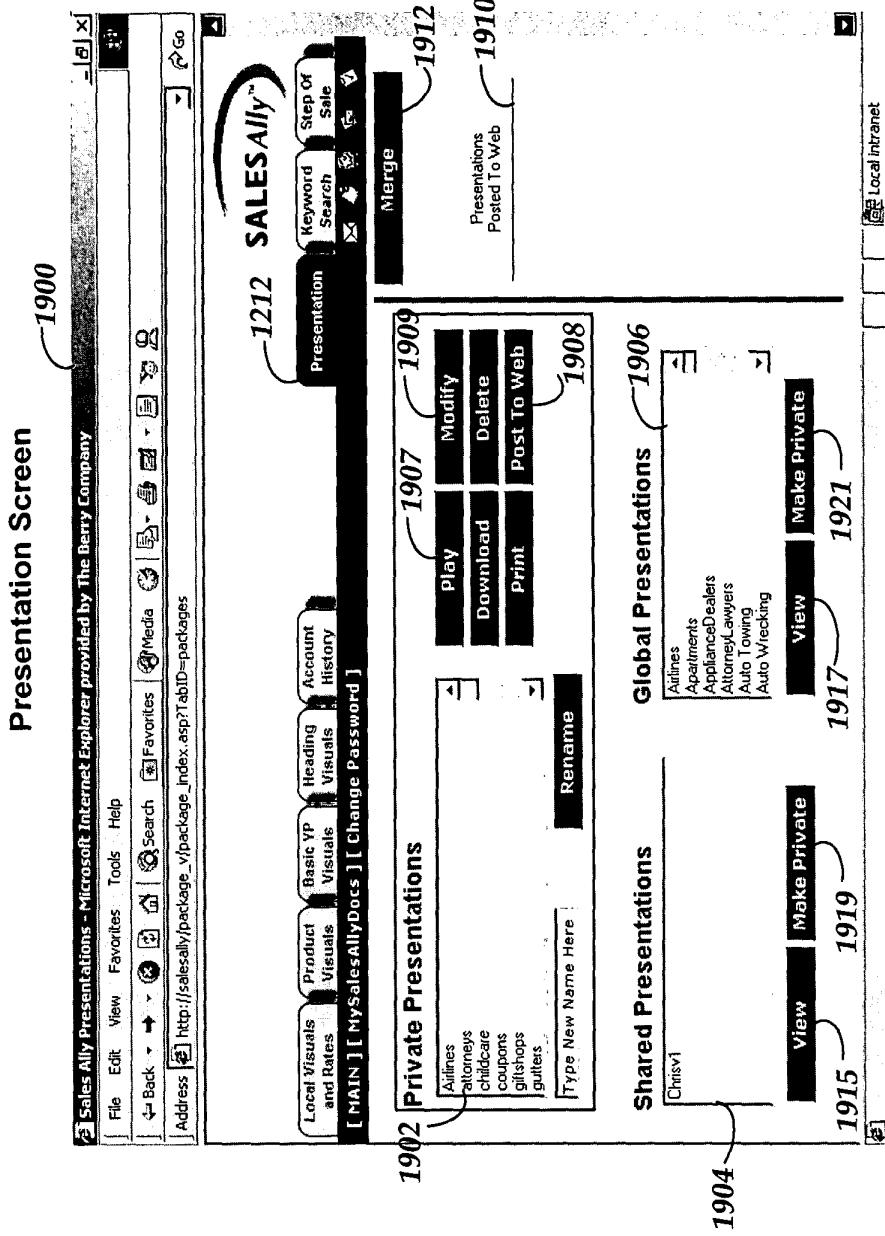


Fig. 19A

1911

1915

1913

Sales Ally Player - Microsoft Internet Explorer provided by The Berry Company

Prev Next Go To 1 of 3 Document(s)

Web site Packages

All Cincinnati Exchange Web site packages include:

- ✓ FREE Web site design and production with no upfront fees
- ✓ Web site hosting
- ✓ Registration of your company's Web site domain name (www.yourcompany.com)
- ✓ Site traffic reporting
- ✓ Convenient monthly billing through your current phone bill
- ✓ Friendly customer support staff to help you with site changes throughout the year
- ✓ Cincinnati Exchange's exclusive "Traffic Builder" bundle, a package of tools designed to drive customers to your Web site

Complete WebMarketing Options	Basic Site	Advanced Site	Premium Site
Web site (Pages)	Up to 2	Up to 5	Up to 10
Design or Re-design site	FREE	FREE	FREE
Hosting	✓	✓	✓
Domain Name	✓	✓	✓
Site Activity Reporting	✓	✓	✓
Graphics changes per site	8	20	40
Design changes (annual)	2	8	12
Traffic Builder			
Initial Search Engine Registration	✓	✓	✓
CEX Ad Banners	Tile	Tile	Horizontal
IMPROVED Switchboard DNA	✓	✓	✓
NEW Yahoo	✓	✓	✓
CEX Enhanced Listing	✓	✓	✓
Quick Quotes	✓	✓	✓
eCoupons	1	2	3
Poll/Value	\$202/mo.	\$312/mo.	\$372/mo.
Bundle Price	\$120/mo.	\$180/mo.	\$210/mo.
Savings	\$82	\$122	\$102

Ask your sales representative for more details!

Cincinnati Yellow Pages 
www.CincinnatiYellowPages.com

◀ 65% ▶ 14 1 of 2 ▶ 8.5 x 11 in

Fig. 19B

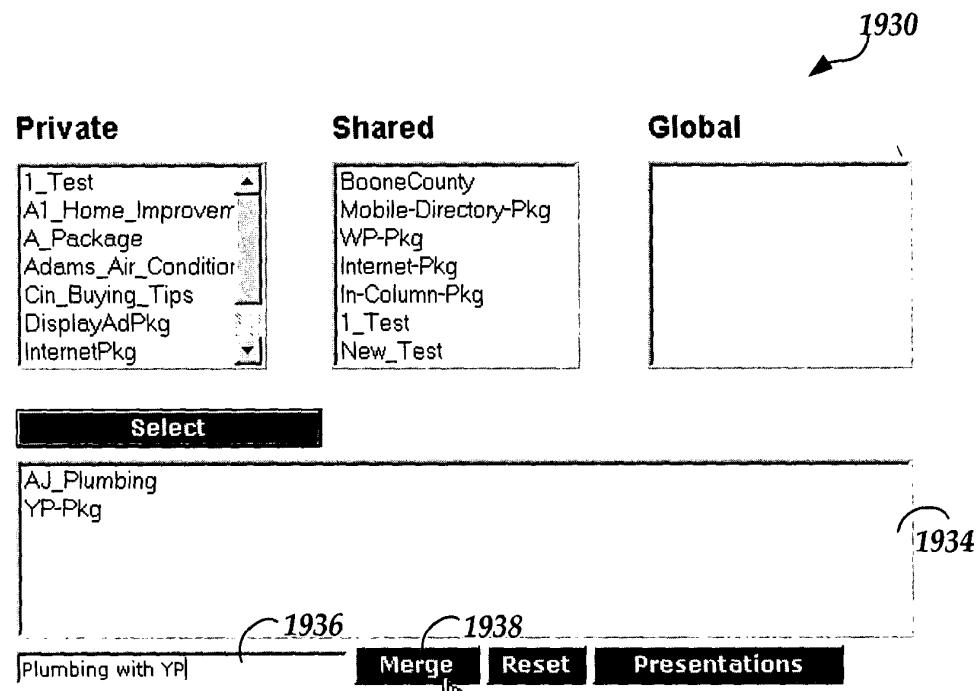
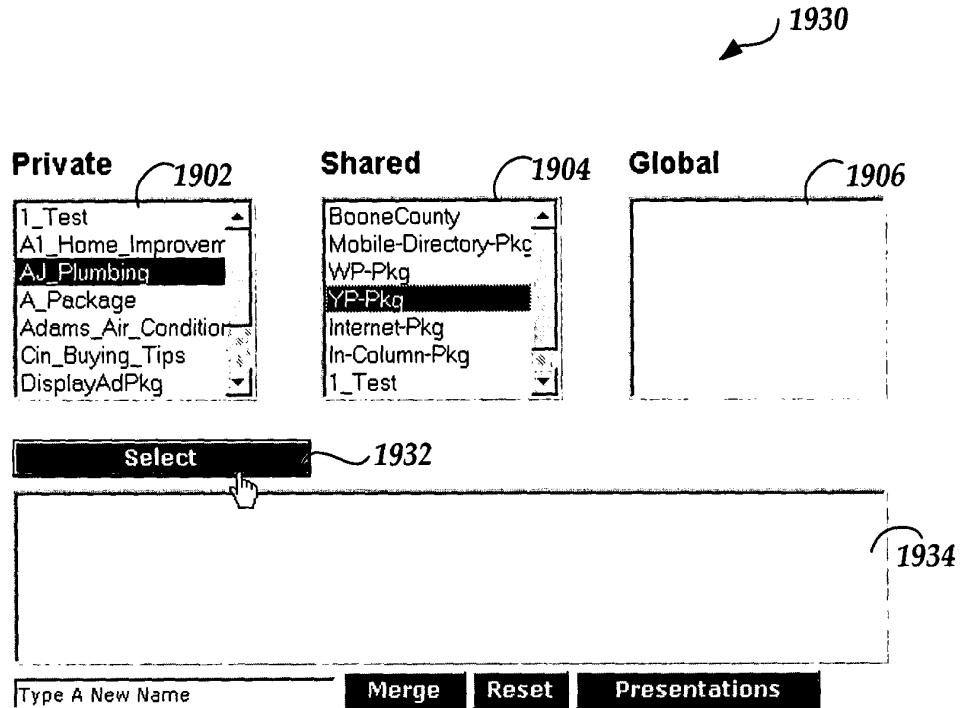


Fig. 19C

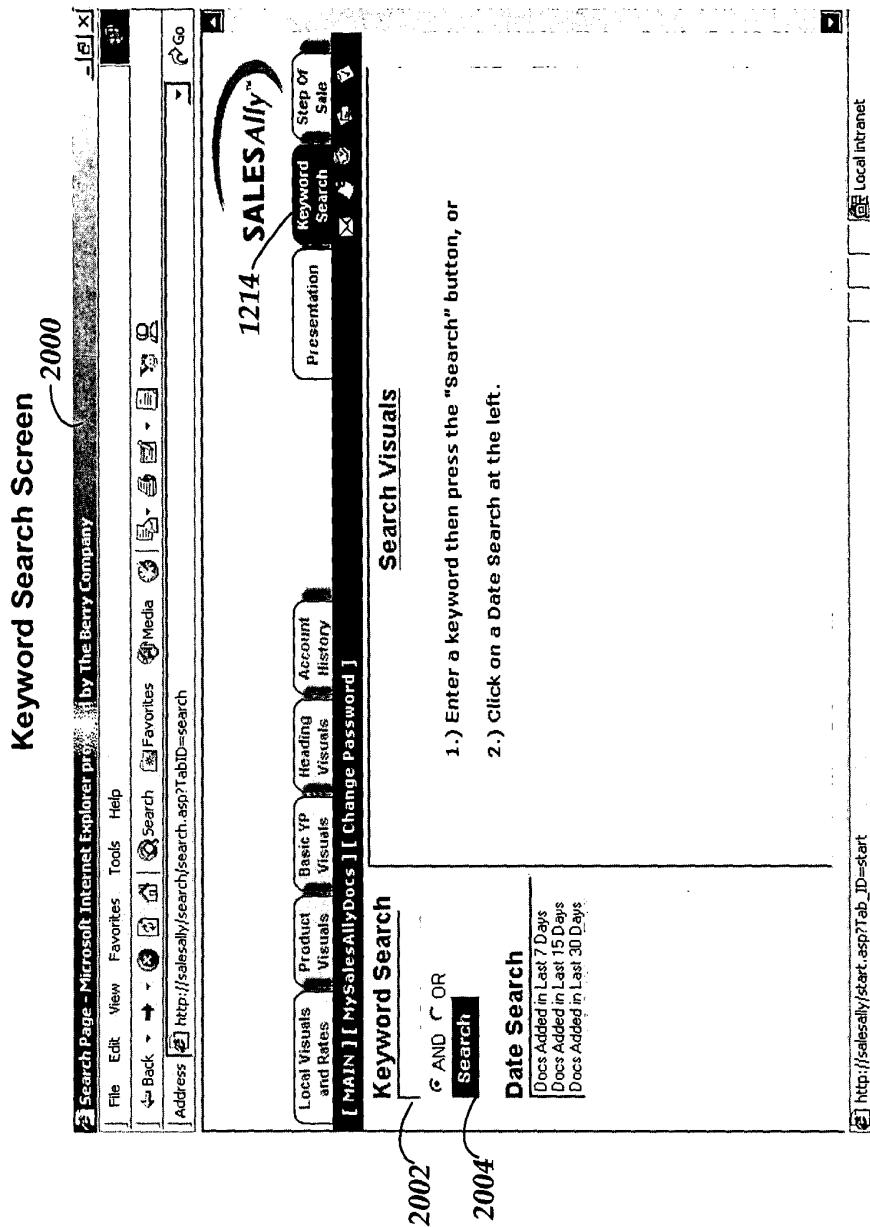


Fig. 20

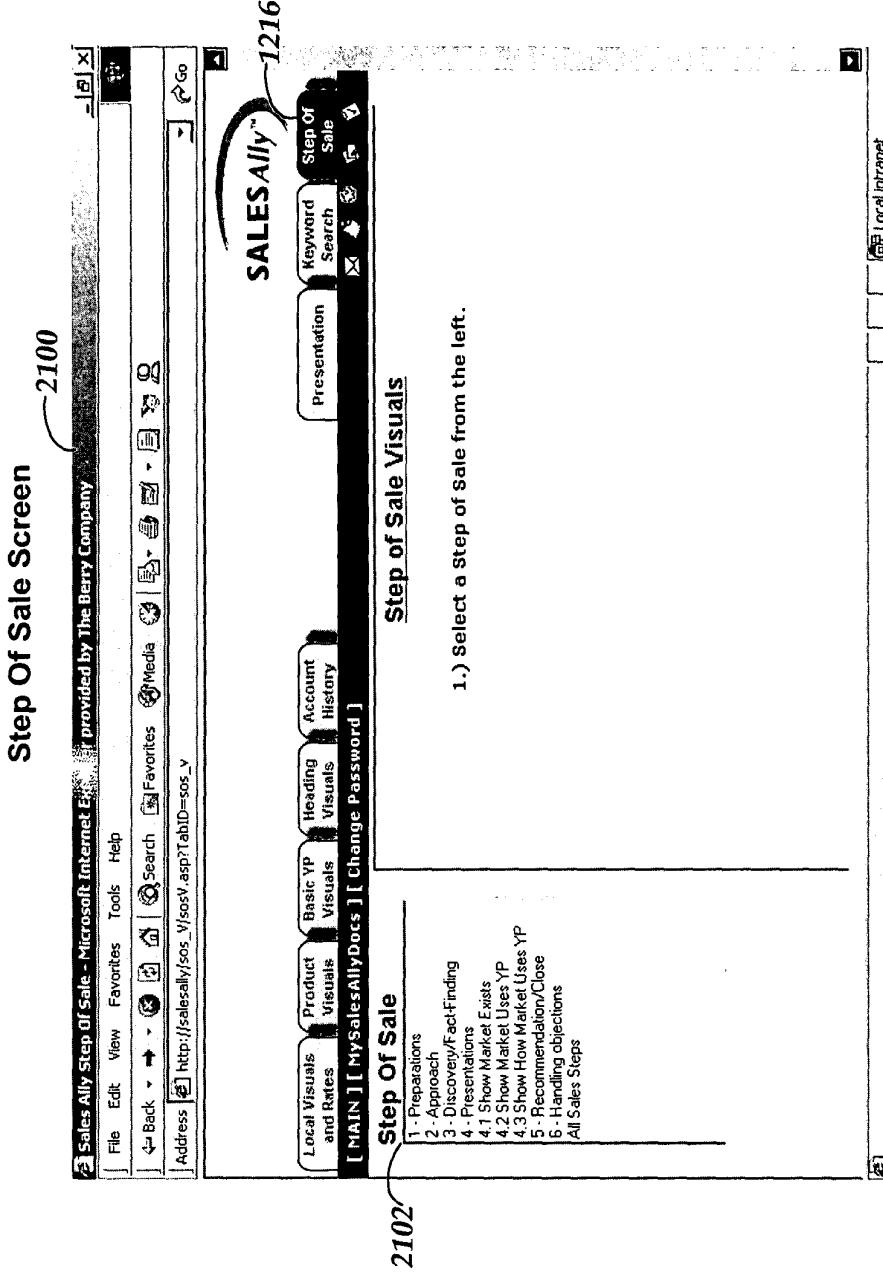


Fig. 21

2200

2202

2204

2206

2209

Last Name	First Name	User Name	Temporary Role
Andrews	Robert S	randrews	NONE
Ball	Dennis	dball	<input type="button" value="Edit"/>
Ballard	Jennifer M	jballard	<input type="button" value="Edit"/>
Barger	Linda K	lbarger	<input type="button" value="Edit"/>
Barker	Jeannine Marie	jbarker	<input type="button" value="Edit"/>
Beemer	Elizabeth	ebeemer	<input type="button" value="Edit"/>
Bell	Robert J	rbell	<input type="button" value="Edit"/>
Berry	Robert	rberry	<input type="button" value="Edit"/>
Bertrams	Barb	bbertram	<input type="button" value="Edit"/>
Blaine	Ramona	rblaine	<input type="button" value="Edit"/>

Fig. 22

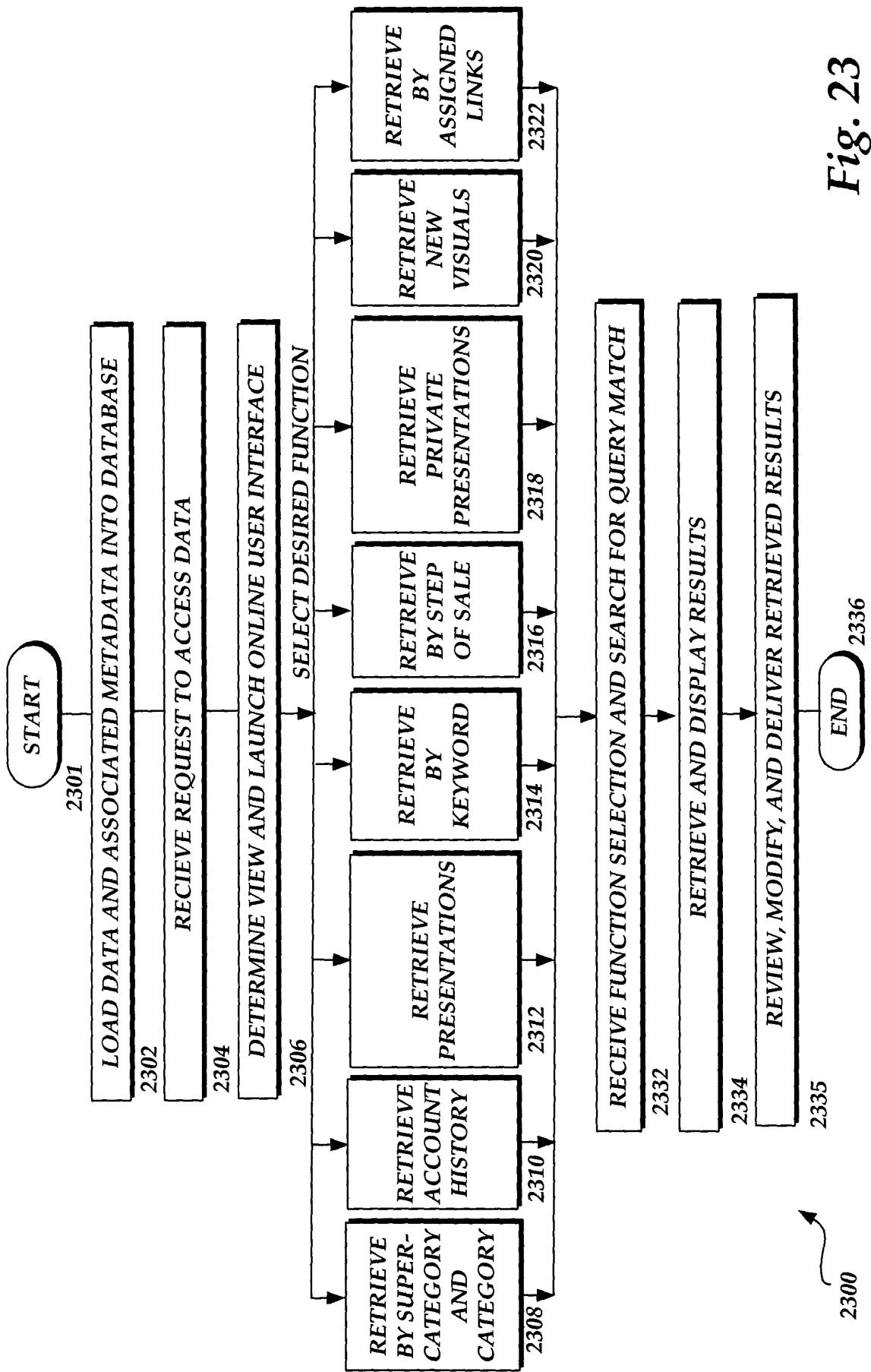


Fig. 23